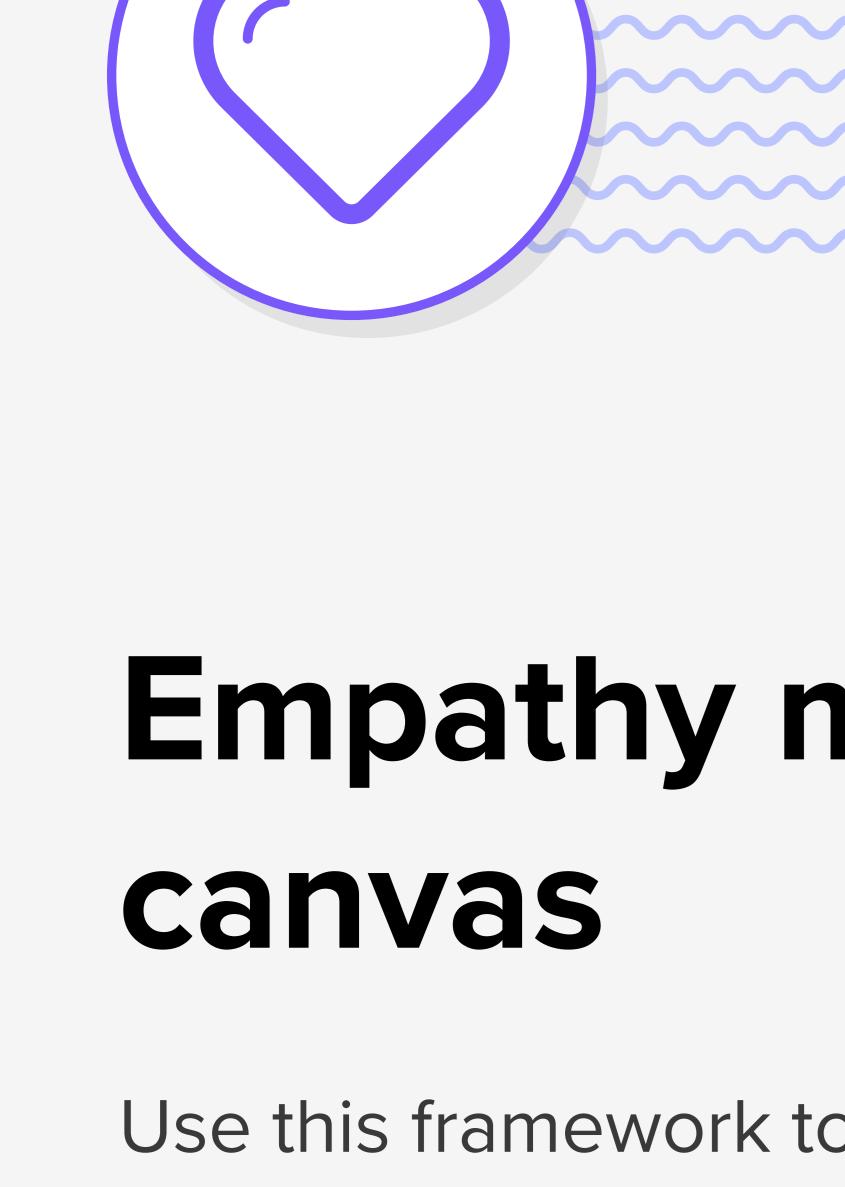


Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy

Originally created by Dave Gray at



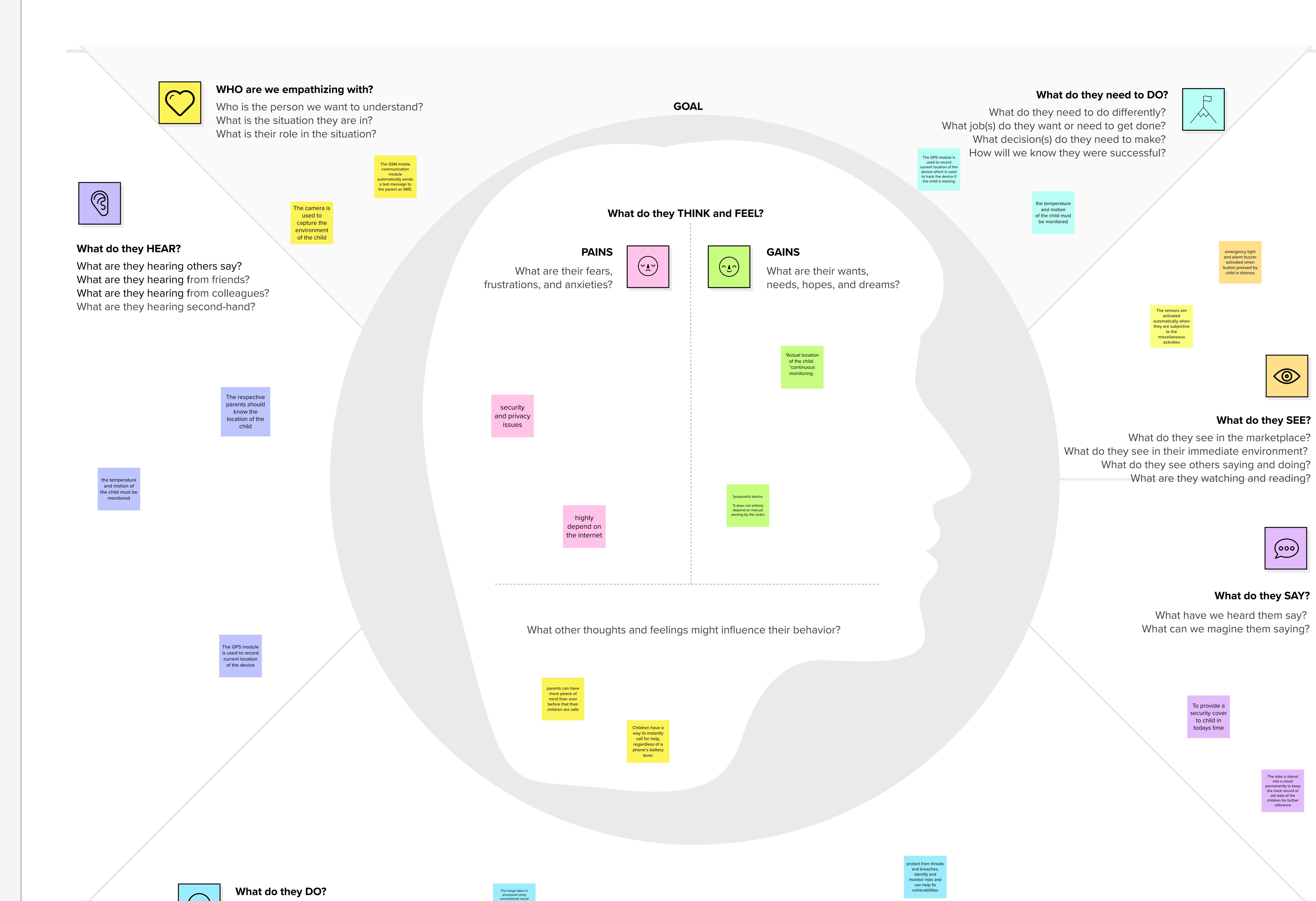
Share template feedback



for the people you serve.

Develop shared understanding and empathy

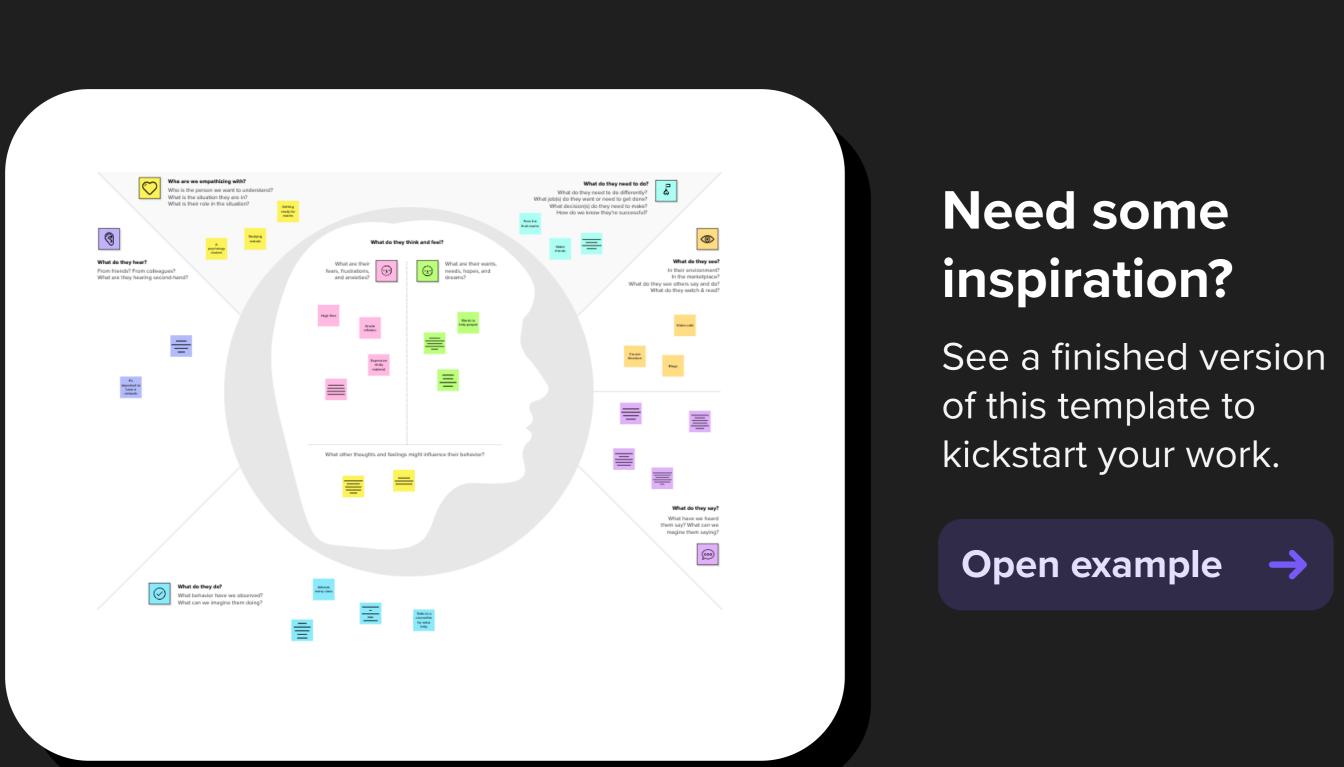
Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.



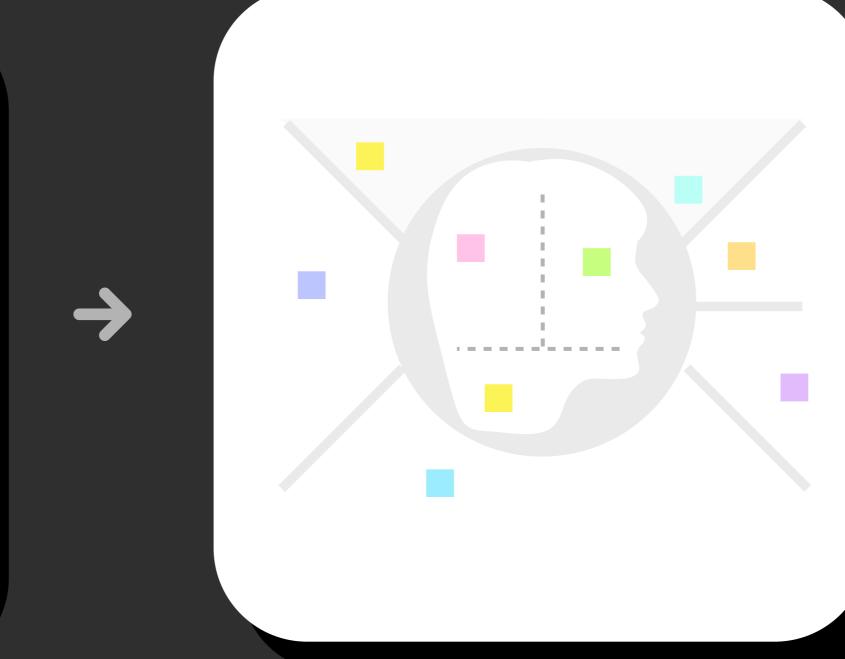
What do they SEE?

What do they SAY?

The data is stored into a cloud permanently to keep the track record of old data of the children for further reference







What do they do today?

What behavior have we observed?

What can we imagine them doing?

